

REMARKS/ARGUMENTS

Status of Claims

Claims 1-6 are currently pending in the application. Claim 1 has been amended. No new matter is added by these amendments. No claims have been canceled or added. Therefore, claims 1-6 are present for examination. Applicant respectfully requests reconsideration of this application as amended.

35 U.S.C. §103 Rejection, Goldhaber

Claims 1, 4-6 have been rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 5,794,210 issued to Goldhaber et al. ("Goldhaber").

Applicants submit that Goldhaber discloses a system for providing incentives to a user for viewing advertisements. (*See* Goldhaber at Abstract). A user is compensated by providing payment to the user in the form of digital cash and/or credit to the user's account. (*Id.* at col. 10, ll. 54-56). Goldhaber further discloses that the advertisement may ask the user questions or otherwise require the user to ensure that the user has paid attention to the advertisement. (*Id.* at col. 16, ll. 10-13).

In contrast, claim 1, as amended recites the operation of "transmitting a request, by the advertiser, for an advertising service provider to provide online advertising services for a user, wherein the request includes one or more of the following information: *product or service information, an advertising campaign end date, a type of an incentive to be awarded, a quantity for the incentive to be awarded, and a universal resource locator (URL) for the product or service.*" (Emphasis provided.) Goldhaber discloses providing incentive to online users and compensating such users for viewing online advertisements; however, nowhere does Goldhaber teach or suggest "transmitting a request, by the advertiser, for an advertising service provider to provide online advertising services for a user, wherein the request includes one or more of the following information: product or service information, an advertising campaign end date, a type of an incentive to be awarded, a quantity for the incentive to be awarded, and a universal

resource locator (URL) for the product or service." Therefore, for at least this reason, Applicants submit that claim 1 is patentable over Goldhaber.

Furthermore, claims 2-6 depend from independent claim 1. Thus, by virtue of their dependence on an allowable independent claim, Applicants submit that claims 2-6 are also allowable. Accordingly, Applicants respectfully request that this rejection be withdrawn.

35 U.S.C. §103 Rejections

Claim 2 has been rejected under 35 U.S.C. 103(a) as being unpatentable over Goldhaber in view of U.S. Patent No. 6,606,745 issued to Maggio.

Claim 3 has been rejected under 35 U.S.C. 103(a) as being unpatentable over Goldhaber in view of U.S. Patent No. 6,636,247 issued to Hamzy et al.

Claims 2 and 3 depend from independent claim 1. Thus, by virtue of their dependence on an allowable independent claim, Applicants submit that claims 2 and 3 are also allowable. Accordingly, Applicants respectfully request that these rejections be withdrawn.

CONCLUSION

In view of the foregoing, Applicants believe all claims now pending in this Application are in condition for allowance and an action to that end is respectfully requested.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 303-571-4000.

Respectfully submitted,

Charles W. Gray
Reg. No. 61,345

TOWNSEND and TOWNSEND and CREW LLP
Two Embarcadero Center, Eighth Floor
San Francisco, California 94111-3834
Tel: 303-571-4000
Fax: 415-576-0300
CWG:ss/slb
61337496 v1